

The mission of the Wisconsin Department of Tourism is to market the state as the Midwest's premier travel destination for fun and in doing so, drive the economy by creating jobs and revenue for the state.

## TOURISM WORKS FOR WISCONSIN

- Tourism had a \$19.3 billion impact on the state's economy in 2015, up nearly \$1 billion, or 4.4% from \$18.5 billion in 2014. The total five year growth of tourism activity is up more than \$4.5 billion, a 30% increase from \$14.8 billion in 2010.
- For every \$1 the Department spent on summer and fall advertising in 2015, \$8 was returned to the state in additional tax revenue.
- Visitor growth topped 105.2 million in 2015, an increase of 12.7 million since 2010.
- Per trip spending increased 4.4% in 2015, led by lodging with 7.3% growth from 2014.
- The tourism economy generated \$1.5 billion in state and local revenue saving Wisconsin taxpayers \$640 per household.
- Tourism directly and indirectly supports 190,717 jobs in Wisconsin, adding more than 18,700 jobs to the state's total employment since 2010, an increase of 11%.

## MARKETING TO GROW TOURISM

- The Department's new TV commercials and online videos put a spotlight on Wisconsin, showing travelers "real fun" experiences that are theirs to enjoy.
- In fiscal 2015, the Department funded 59 Joint Effort Marketing projects, awarding a total of more than \$1.1 million. Visitor expenditures driven by the marketing from these projects will exceed \$31 million.
- A record 7.3 million users visited TravelWisconsin.com in 2015, an increase of 36%.

## DID YOU KNOW?

- Visitor spending grew by \$500 million in 2015 – an increase of more than \$57,000 for every hour of 2015.
- Wisconsin ranks No. 1 in fun, family atmosphere, uniqueness, affordability and outdoor recreation among its Midwest competitors.
- The Department has received 72 international, national and regional awards for marketing efforts.

## OFFICE OF THE SECRETARY

**Secretary Stephanie Klett**  
sklett@travelwisconsin.com

**Deputy Secretary Sarah Klavas**  
sklavas@travelwisconsin.com

Phone: 608.266.2345

Website: [industry.travelwisconsin.com](http://industry.travelwisconsin.com)